

**REMARKS**

Claims 1-6 and 8-23 are pending in the application. Claims 9-23 are newly added. Claim 7 is canceled without prejudice or disclaimer.

**35 U.S.C. § 112:**

Claim 8 is rejected under 35 U.S.C. § 112, first paragraph, as allegedly failing to comply with the enablement requirement. Applicant further clarifies the features of claim 8 such that a skilled artisan would be able to make and/or use the invention without undue experimentation. In particular, claim 8 recites that the optical limitation means limits light that is “incident upon” the screen of said display means ... and is then “reflected from” the screen of said display means. Thus, claim 8 describes that the optical limitation means limits light incident upon the screen and that said incident light is then reflected from the screen. Accordingly, Applicant deems claim 8 to be properly enabled, such that the rejection thereof under 35 U.S.C. §112, first paragraph, should be withdrawn.

**35 U.S.C. § 102:**

Claims 1 and 3-6 are rejected under 35 U.S.C. § 102(b) as being anticipated by Shin (U.S. Patent No. 5,078,476).

Shin is directed to an automatic backlight on/off control apparatus for use in a liquid crystal television display. Shin discloses to use a backlight power controller for preventing electric power from being consumed unnecessarily by turning the backlight off when there is no video signal input. The backlight is then turned back when a video input signal is provided.

Applicant respectfully submits that rejections under 35 U.S.C. § 102 are proper only when the applied reference discloses each feature recited in the claim. Shin fails to disclose each feature recited in claim 1. For example, claim 1 recites an optical limitation means for limiting light emitted out of a lighting means and incident upon a screen. Claim 1 also recites that the light is *limited* when

said use detection signal from said use detection means “indicates that said display means is placed in use.”

Shin teaches the opposite of claim 1, so as to actually teach away from the features of claim 1. For example, Shin teaches to *turn on* the backlight according to a pulse signal of a generating member when a video signal input is provided. (See Abstract of Shin.) On the other hand, claim 1 recites that the optical limitation means *limits* light emitted out of a lighting means when the use detection signal indicates that the display means is placed in use. Shin does not disclose to *limit* light when a display means is placed in use, but instead discloses to *turn on* the back light. For example, when the display of Shin is put into use, it is free to provide any degree of light needed to correspond to the input video signal. Thus, there is no disclosure or teaching of the light being *limited* when the display is put into use.

Accordingly, Applicant respectfully submits that Shin fails to disclose each feature of claim 1, such that the rejection thereof under 35 U.S.C. § 102(b) should be withdrawn. The rejection of claims 3-6 should be likewise be withdrawn at least by virtue of their respective dependencies upon claim 1.

**35 U.S.C. § 103:**

Claim 2 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Shin and Kurzman (U.S. Patent No. 5,057,977).

The Examiner acknowledges that Shin does not teach that the backlight may turn on when a display means is pulled out of an accommodating means, and therefore cites Kurzman. Nevertheless, Kurzman is directed to a display including vertically oriented modules arranged side-by-side in a housing so as to act as a means of advertising for displaying goods. A switch member is positioned in the housing such that a corresponding module is illuminated when a particular display is pulled out

of the housing and is disabled when the module is retracted back into the housing. The display configuration of Kurzman may be used in showrooms to advertise merchandise samples.

As an initial matter, Applicant respectfully submits that the disclosures of Kurzman and Shin are so divergent from each other that one would not look to their respective teachings to provide any sort of combination. It appears that the Examiner believes one would provide respective liquid crystal displays in each of the modules 12 of Kurzman, such that when a respective liquid crystal display is pulled out of the module, it is turned on. If the Examiner attempts to maintain such a position, Applicant respectfully requests the Examiner to 1) provide a reason why a skilled artisan would deem such a combination useful and 2) how the combination “limits” light emitted from a lighting means, as recited in claim 1, from which claim 2 depends. If anything, Kurzman teaches away from this feature by disclosing that when a display module is removed from the housing, it is illuminated.

Accordingly, Applicant respectfully submits that the combination of Shin and Kurzman fails to teach or suggest each feature in claim 1, such that the rejection of claim 2 under 35 U.S.C. § 103(a) should be withdrawn at least by virtue of claim 2 depending from claim 1. Accordingly, Applicant respectfully submits that claim 2 is patentable over the combination of Shin and Kurzman, such that the rejection thereof under 35 U.S.C. § 103(a) should be withdrawn.

**NEW CLAIMS:**

Applicant adds new claims 9-23 to obtain more varied protection for the invention. Claims 9-12 are deemed allowable over the references at least by virtue of their respective dependencies upon claim 1. Claim 13 recites a detection circuit and a lighting control circuit and is deemed patentable over the art at least for reasons similar to those provided above in regard to claim 1.

AMENDMENT UNDER 37 C.F.R. § 1.111  
U.S. Patent Application No. 10/781,725

Q79639

Claims 14-23 are deemed patentable over the art at least by virtue of their respective dependencies upon claim 13.

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

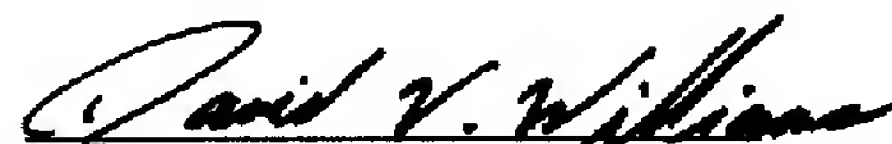
SUGHRUE MION, PLLC  
Telephone: (202) 293-7060  
Facsimile: (202) 293-7860

WASHINGTON OFFICE

**23373**

CUSTOMER NUMBER

Date: April 4, 2007

  
Daniel V. Williams  
Registration No. 45,221